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M2 PRESSWIRE-23 November 1999-EGAIN: eGain Live 3.0 makes customer communications come alive (C) 1994-99 M2 COMMUNICATIONS LTD \* Providing Web Sites With A Human Touch Turns Visitors Into Customers eGain Communications (Nasdaq:EGAN), a leading provider of comprehensive web-based solutions for eCommerce customer communications, today launched eGain Live 3.0, which sets a new standard for real-time customer communications over the Internet. eGain Live gives eCommerce companies a comprehensive, real-time solution that helps turn visitors into customers by giving customer representatives the information they need to help the customer complete a transaction. Built with eGain's Internet-Class, Web Component Architecture, eGain Live can scale from very simple to very complex interactions. While many requests will only need simple chat capabilities, some customers will inevitably require more handholding. eGain Live's Two-Way Escort and Forms Assist capabilities (see below) let customer representatives help customers with complex questions, while the customer is at his or her browser. eGain Live (formerly known as eGain Web Collaboration System) is fully integrated with eGain's other customer communication solutions - giving eCommerce customer representatives a complete 360-degree view or "memory" of all customer interactions and transactions. Every email, every phone call or other contact in the company's database is automatically called up and displayed for the customer representative while she is answering an online support or service request from a customer. "eGain Live makes it possible for eCommerce companies to offer their customers the immediate, personalised help they need to make a purchase," said Bob Apollo, VP and General Manager of eGain Communications. As survey after survey has pointed out, two-thirds of all shopping carts are abandoned because of frustration. "By adding a human touch at the point of sale, eGain Live increases customer satisfaction and drives shopping carts to the checkout. There is nothing that can replace an online answer when a critical question arises." Real-time customer service isn't just a strong differentiator for eCommerce companies, it's the critical path to success," said Christopher Hoffman, Worldwide Director of Software Services at International Data Corporation. "eGain Live enables companies to quickly and easily deploy robust real-time service and support capability in order to enable more effective interaction with customers, create greater satisfaction and loyalty, and drive accelerated growth and success for their eCommerce and eService initiatives." About eGain Live 3.0 eGain Live lets customer representatives answer online customer requests and provide immediate answers or help. The moment a customer asks for help, eGain Live goes into action by automatically matching the customer with the most appropriate customer representative. Customers are

routed to the right customer representative according to their product interest, the Web page they are on, their geographical region and other criteria selected by the company. As soon as a customer contact is made, a customer representative has a complete view of all of the customer's prior real-time sessions, emails and transactions. The eGain Commerce Bridge can seamlessly integrate transaction data from third-party vendors. Using a variety of tools (browser sharing, forms synchronisation, text chat, voice-over-IP, and Web call-back technologies) company representatives can efficiently assist online customers with product specifications, pricing information, order forms, and so on--while they are online! To make the process as easy as possible for online customers, eGain Live uses powerful WorksEverywhere(tm) technology to work with any type of browser the customer might be using. Instead of forcing customers connecting with Web TV or using older browsers to download software, eGain Live automatically adapts itself to the type of browser and network connection being used. For companies needing fast deployment and low up-front investments, eGain Live can be rapidly implemented through the eGain Hosted Network, the world's largest network for hosted eCommerce customer communications applications. The solution can also be licensed for in-house deployment. eGain Live Key Features and Benefits: \* eGain Chat delivers real-time communication with customers, which is especially important when the customer doesn't have a second phone line. \* eGain Escort provides full, two-way escorting, which lets either the customer representative or the customer take control of the browser. This "follow me" capability allows customer representatives and customers to lead each other to a problem area so that it can be clarified quickly. \* eGain Forms Assist, with full security for sensitive information such as credit card numbers, lets customer representatives and customers fill out on-line forms together, field by field - even highlighting specific areas of a form or Web page for additional clarity. Forms Assist features page push and scripted scenarios, which let a customer representative choose from a list of URLs in the system to push a live Web page to the customer's browser. \* eGain Call Back directs customer representatives to call customers who have a second line. The Call Back module makes it possible for customer representatives and customers to talk to one another during a live session, with no waiting on hold. The system can also be configured to automatically place the call back by using the optional Commerce Bridge's CTI Adapter. \* eGain Clickstream gives the customer representative a complete map of which pages on the Website the customer has visited. \* eGain Monitor provides real-time performance monitoring of customer representatives as well as departments. Passive monitoring and barge-in features let managers "listen in" on individual live sessions and take over if necessary. \* eGain Reports provide managers with a full set of comprehensive reports designed to help them improve the efficiency and effectiveness of customer representatives. Reports let managers at any location easily get a clear view of the performance of the customer service organisation, while gaining customer-driven insight into emerging product or company issues. About eGain Communications Corp. eGain (Nasdaq:EGAN) develops, markets and supports a comprehensive suite of integrated customer communications solutions that help eCommerce companies establish profitable, long-term relationships with their customers. Designed to help eCommerce service, sales and marketing representatives effectively handle communications throughout the customer lifecycle, eGain's solutions efficiently personalise real-time Web collaborations as well as high volumes of inbound and outbound email. Built using eGain's proven Web Component Architecture, eGain's solutions provide many of the world's largest and most demanding eCommerce companies with Internet-Class scalability, flexibility, rapid deployment and global access. eGain's solutions are available through the eGain Hosted Network, the world's first and largest network for hosted eCommerce customer communications applications, or through customer site deployment. Based in Sunnyvale, Calif., eGain has more than 140 customers. Except for the historical information contained herein, the matters set forth in this press release, including, but not limited to, statements relating to market needs are forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be identified by use of the words "expects," "will", "anticipate", "intends", "plans" and similar expressions. These forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those set forth in these forward-looking statements. These risks and uncertainties include, but are not limited to, those described in eGain's Registration Statement on Form S-1 and other risks detailed from time to time in eGain's SEC reports. eGain disclaims any intent or obligation to update these forward-looking statements. CONTACT: Juliette Doel, Account Executive, MCC International Ltd Tel: +44 (0)1420 477799 Fax: +44 (0)1420 477710 e-mail: juliette.doel@mccint.com \*M2 COMMUNICATIONS DISCLAIMS ALL LIABILITY FOR INFORMATION PROVIDED WITHIN M2 PRESSWIRE. DATA SUPPLIED BY NAMED PARTY/PARTIES.\*

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